

# **CALIFORNIA EXPOSITION & STATE FAIR**

Minutes of the Board of Directors Regular Meeting

Held Pursuant to Due Notice  
Friday, October 31, 2008

California Exposition & State Fair  
Administration Building Boardroom  
1600 Exposition Boulevard  
Sacramento, CA 95815

**Directors Present**

Marko Mlikotin, Chair  
Amparo Pérez-Cook, Vice Chair  
Director Kathy Nakase  
Director Gil Albiani  
Director Steve Beneto  
Director Corny Gallagher  
Director Marilyn Hendrickson  
Director Rex Hime  
Director Bert Johnson, M.D.  
Director Richard Cuneo  
Director Rick Stacey

**Ex Officio Members Absent**

Assembly Member Dave Jones  
Senator Darrell Steinberg

**Staff Present**

Norbert J. Bartosik, General Manager/CEO (GM)  
Brian A. May, Deputy General Manager (DGM)  
David Elliott, Assistant General Manager, Racing (AGM)  
Erica Manuel, Assistant General Manager, Marketing & Public Relations (AGM)  
Steve Launey, Assistant General Manager, Planning & Facilities (AGM)  
Patricia Garamendi, Assistant General Manager, Programs (AGM)  
Amy Casias, Accounting & Finance Manager  
Marcia Shell, Admissions & Parking Manager  
Louise Shroder, Exposition Event Manager  
Robert Craft, Chief of Police  
Greg Kinder, Exhibits Supervisor  
Paul Gillingham, Entertainment Coordinator  
Julie Mull, Human Resources Manager  
Jan Risso, Contracts Manager  
Tomme Jo Dale, Livestock Program Coordinator  
Randy Brink, Cal Expo Volunteer  
Linda Contreras, Recording Secretary

**Others Present\***

Jerry Blair, Deputy Attorney General (DAG)  
Bob Blymyer, Sacramento County Taxpayers League  
Bob Fox

\*May not include all others present in the room or arriving late.

**1. CALL TO ORDER**

The meeting was called to order by Chair Mlikotin at 8:30 a.m.

Chair Mlikotin read the Mission Statement, Policy Statement and Public Comments Statement.

**2. PLEDGE OF ALLEGIANCE**

Chair Mlikotin lead everyone in the Pledge of Allegiance.

**3. ROLL CALL AND DIRECTORS ABSENT**

Roll call was taken by GM Bartosik. All Directors were present with the exception of Director Beneto, who called and was on his way.

**4. MINUTES OF MEETING**

- a. Board Retreat Meeting Minutes of September 25, 2008
- b. Board Meeting Minutes of September 26, 2008

**Motion:**

It was moved by Director Albiani and seconded by Vice Chair Pérez-Cook to approve the minutes of the Board Retreat Meeting Minutes of September 25, 2008 as corrected and the Board Meeting Minutes of September 26, 2008 as mailed. **All in favor, motion carried. (11-0).**

**5. INTRODUCTION OF GUESTS AND STAFF**

Introduction of Guests and Staff were made around the room.

Chair Mlikotin announced that his father's health prevents him from seeking re-election as Chair. Chair Mlikotin asked the Board to consider postponing the Election of Officers until the December meeting. No action was taken by the Board.

Chair Mlikotin announced that he would be changing the order of the Agenda for today's meeting.

Director Beneto arrived at 8:40 a.m.

**6. FINANCIAL REPORTS**

- a. Monthly Financial Statements for September 2008
- b. Purchases/Contracts Requiring Board Approval
- c. Purchases/Contracts Requiring Board Notification

d. Accounts Receivable Report

Director Gallagher reviewed the financial statements and cash flow analysis included in the Board packet.

**Motion:**

It was moved by Director Nakase and seconded by Vice Chair Pérez-Cook to approve the Purchases/Contract Requiring Board Approval for Brian Honebein, Sponsorship Sales 5-year Agreement. **All in favor, motion carried. (11-0).**

Accounting & Finance Manager Casias distributed to the Board an 8 Year Daily Attendance Comparison report and a draft 2009 Revenue Budget Pricing Comparison report. A copy is attached and made part of the record.

Director Hime expressed frustration with the California Horse Racing Board (CHRB) for intervening into the matter regarding the money owed to Cal Expo by Sacramento Harness Association.

The Accounts Receivable Report was reviewed by the Board with Staff and the Board directed Staff to create a reserve account policy for bad debts and bring it back to the Committee for approval.

**Motion:**

It was moved by Director Hime and seconded by Director Hendrickson to approve the monthly financial statements for September 2008. **All in favor, motion carried. (11-0).**

**7. CONSIDERATION OF ACTION FOR PROPOSED 2009 BUDGET**

Director Gallagher reviewed FA 17 included in the Board packet and reported that failing to raise admission and parking fees as recommended by the Staff will require deeper cuts in expenditures.

Discussion ensued about the economy and various pricing structures and the affect on attendance and perceived value.

**Motion:**

It was moved by Director Johnson and seconded by Director Hime to approve the downside revenues budget highlighted in column D which provides for admission and parking fee increases. **In favor: Directors Mlikotin, Pérez-Cook, Nakase, Hendrickson, Hime, Albiani, Johnson, Gallagher, Cuneo and Stacey. Oppose: Director Beneto. Motion carried. (10-1).**

**Motion:**

It was moved by Director Hime and seconded by Director Hendrickson to set the paid attendance goal for Staff at 550,000 paid or higher illustrated in Column C. **All in favor, motion carried. (11-0).**

Accounting & Finance Manager Casias reviewed the 2009 expenditure budget included in the Board packet. Discussion ensued about the impact of the customer experience with the expenditure cuts.

**Motion:**

It was moved by Director Hime and seconded by Director Nakase to adopt the expenditure budget illustrated in Column F. **All in favor, motion carried. (11-0).**

**8. UNFINISHED BUSINESS**

a. Update on Arena Negotiations with the NBA

1. The Real Estate Committee of the Board will review the status of the negotiations concerning a Proposed Project for the Development of a New Integrated Fairgrounds, Sports, and Entertainment and Mixed Use Complex at Cal Expo
2. The Board will also Consider a Recommendation by the Real Estate Committee to Extend the Letter of Understanding with the NBA Until the Completion of the Economic Analysis of a Conceptual Plan

Director Hime reported that the next steps following the completion of the site plan and economic study will include a peer review of the economic study followed by a public workshop and subsequent Board meeting to consider if the Board and NBA wish to move forward with an RFP to identify a developer.

Public Comment:

Bob Blymyer, Sacramento County Taxpayers League

Mr. Blymyer encouraged the Board to provide the public with adequate notice before taking testimony on the proposal; seeking an alternative land use for development; and making certain that the State gets a fair return.

Chair Mlikotin reminded the Board of its duty and transparency in the process.

**Motion:**

It was moved by Director Albiani and seconded by Director Nakase to extend the 180 discussion period in the Letter of Understanding which expires on November 21, 2008 to March 31, 2009 to allow for the completion of the economic study. **All in favor, motion carried. (11-0).**

## 9. ELECTION OF OFFICERS

- a. Report of Nominating Committee – Director Kathy Nakase and Director Corny Gallagher

Director Nakase reported on behalf of the nominating committee. Director Nakase read the Board of Directors Policy & Procedures Manual policy pertaining to the Election of Officers.

Director Nakase regretfully withdraws the name of Chair Mlikotin for the nomination of Chair.

1. Office of Chair

### **Motion:**

It was moved by Director Nakase and seconded by Director Hime to nominate Vice Chair Pérez-Cook for the office of Chair. Hearing no other nominations from the floor, nominations are closed. **11 – 0 vote by show of hands. Motion carried.**

2. Office of Vice Chair

### **Motion:**

It was moved by Director Nakase and seconded by Vice Chair Pérez-Cook to nominate Director Albiani for the office of Vice Chair. Hearing no other nominations from the floor, nominations are closed. **10-1 vote by show of hands. Chair Mlikotin opposed. Motion carried.**

3. Office of Secretary-Treasurer/General Manager

### **Motion:**

It was moved by Director Nakase and seconded by Vice Chair Pérez-Cook to nominate General Manager/CEO Norb Bartosik to the office of Secretary-Treasurer. Hearing no other nominations from the floor, nominations are closed. **11 – 0 vote by show of hands. Motion carried.**

## 10. CONSENT CALENDAR

- a. Review for Approval Ratification of Staff Goals for 2009
- b. Review for Approval Staff Recommendation of the 2009 State Fair Operating Dates of August 21 through September 7, 2009 (18 days)

### **Motion:**

It was moved by Director Hime and seconded by Director Hendrickson to approve the Ratification of Staff Goals for 2009 and Staff Recommendation of the 2009 State Fair Operating Dates of August 21 through September 7, 2009 (18 days). **All in favor, motion carried. (11-0).**

## 11. NEW BUSINESS

- a. Review and Recommend Approval of Changes to the Policy & Procedures Manual
  1. Accounts Payable Policy
  2. Equal Employment Opportunity Policy Statement
  3. Sexual Harassment Policy
  4. Telework Program Policy
  5. Animal Welfare Practices
  6. Computer Usage Policy

### **Motion:**

It was moved by Director Hendrickson and seconded by Director Stacey to approve changes to the Policy & Procedures manual items # 1-6 with the following amendment to the Animal Welfare Practices.

Director Nakase reported that State Fair, Agriculture & Marketing Committee recommends that a member of the Animal Rights Community be included on the Sub-Committee recommended in CBE Bradley's report included in the Board packet. **All in favor, motion carried. (11-0).**

Chair Mlikotin reported to the Board and Staff that he's appointing an ad hoc committee of two to review the process for electing officers to the Board. Chair Mlikotin asked Director Beneto to serve with him on the ad hoc committee.

- b. Review for Approval Advertising Services Request for Proposal (RFP)

### **Motion:**

It was moved by Director Hime and seconded by Director Nakase to approve the Advertising Services Request for Proposal. **All in favor, motion carried. (11-0).**

## 12. CORRESPONDENCE

GM Bartosik reported on the conference call with promoters regarding the proposed parking fee increase, previously discussed during the budget items.

## 13. STAFF REPORTS

- a. State Fair, Agriculture & Marketing Committee Reports

AGM Garamendi reviewed her reports included in the Board packet.

AGM Manuel reviewed her reports included in the Board packet.

- b. Horse Racing Staff Reports



AGM Elliott provided an update on Horse Racing to the Board.

Director Beneto reported on the Thoroughbred Owners of California (TOC) attempts to move the State Fair Racing dates to September.

c. Operations & Planning Staff Reports

The Board had no questions.

d. Executive Committee Report – Chair Mlikotin

e. Real Estate Committee Report – Director Hime

**14. MATTERS OF INFORMATION**

a. Publics' Comments

Randy Brink provided his report.

b. Directors' Comments

Director Stacey commended Finance & Accounting Manager Casias on the work she did on the budget.

Director Hime on behalf of the Board and Staff thanked Director Mlikotin for his service as Chair.

Director Albiani asked Staff to explore having a health care exhibit during the State Fair.

c. Manager's Comments

GM Bartosik reported on the appointment of Directors Nakase and Hime to the State Fair Leasing Authority Board of Directors by Governor Arnold Schwarzenegger.

GM Bartosik thanked Director Beneto for his generous contribution to the Sale of Champions.

d. Next Board Meeting – Friday, December 12, 2008

e. Other, if any

**15. ADJOURNMENT**

The Board meeting was adjourned at 11:30 a.m.

**CALIFORNIA EXPOSITION & STATE FAIR  
DRAFT REVENUE BUDGET 2009  
Pricing Comparison**

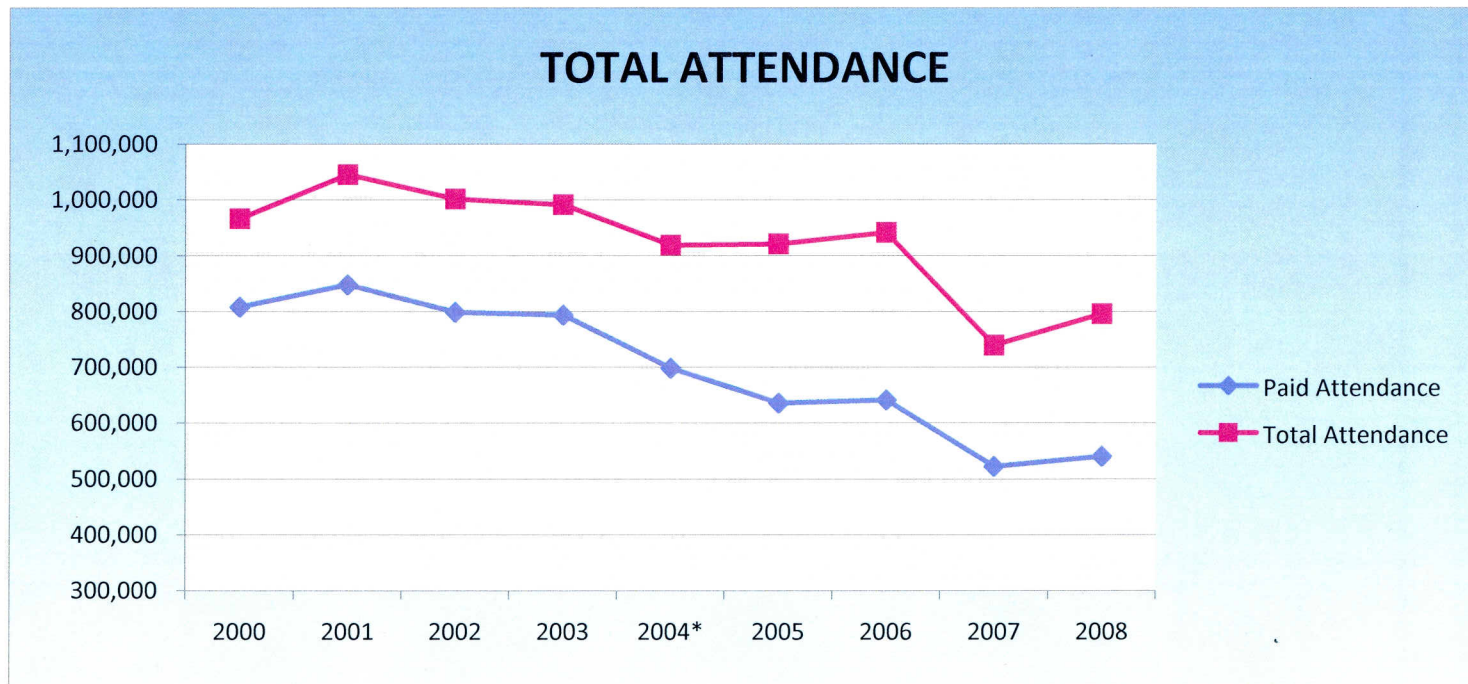
|    |   | Adm-\$12<br>Parking \$10 | Adm-\$10<br>Parking \$8 | Adm-\$12<br>Parking \$8 | All Adm-\$8<br>Parking \$8 | All Adm-\$9<br>Parking \$8 | All Adm-\$8<br>Parking \$10 | All Adm-\$9<br>Parking \$10 | All Adm-\$10<br>Parking \$10 |
|----|---|--------------------------|-------------------------|-------------------------|----------------------------|----------------------------|-----------------------------|-----------------------------|------------------------------|
|    |   | COL. A                   | COL. B                  | COL. C                  | COL. D                     | COL. E                     | COL. F                      | COL. G                      | COL. H                       |
|    | <b>STATE FAIR REVENUE</b>                 |                          |                         |                         |                            |                            |                             |                             |                              |
|    | Average Ticket Price                      | \$ 9.88                  | \$ 7.88                 | \$ 9.88                 | \$ 8.00                    | \$ 9.00                    | \$ 8.00                     | \$ 9.00                     | \$ 10.00                     |
|    | Paid Attendance                           | 500,000                  | 500,000                 | 500,000                 | 500,000                    | 500,000                    | 500,000                     | 500,000                     | 500,000                      |
| 1  | Admissions                                | 4,940,000                | 3,940,000               | 4,940,000               | 4,000,000                  | 4,500,000                  | 4,000,000                   | 4,500,000                   | 5,000,000                    |
| 2  | Parking                                   | 1,469,000                | 1,157,000               | 1,157,000               | 1,157,000                  | 1,157,000                  | 1,469,000                   | 1,469,000                   | 1,469,000                    |
| 3  | All Other Fair Revenue                    | 8,813,712                | 8,813,712               | 8,813,712               | 8,813,712                  | 8,813,712                  | 8,813,712                   | 8,813,712                   | 8,813,712                    |
| 4  | <b>TOTAL STATE FAIR</b>                   | 15,222,712               | 13,910,712              | 14,910,712              | 13,970,712                 | 14,470,712                 | 14,282,712                  | 14,782,712                  | 15,282,712                   |
| 5  | <b>INTERIM EVENTS REVENUE</b>             |                          |                         |                         |                            |                            |                             |                             |                              |
| 6  | Expo Events/Grandstand                    | 3,382,500                | 3,042,500               | 3,042,500               | 3,042,500                  | 3,042,500                  | 3,382,500                   | 3,382,500                   | 3,382,500                    |
| 7  | All other Interim Revenue                 | 8,776,750                | 8,776,750               | 8,776,750               | 8,776,750                  | 8,776,750                  | 8,776,750                   | 8,776,750                   | 8,776,750                    |
| 8  | <b>TOTAL INTERIM EVENTS</b>               | 12,159,250               | 11,819,250              | 11,819,250              | 11,819,250                 | 11,819,250                 | 12,159,250                  | 12,159,250                  | 12,159,250                   |
| 9  | <b>TOTAL OTHER FUNDS</b>                  | 2,014,500                | 2,014,500               | 2,014,500               | 2,014,500                  | 2,014,500                  | 2,014,500                   | 2,014,500                   | 2,014,500                    |
| 10 |   |                          |                         |                         |                            |                            |                             |                             |                              |
| 11 | <b>TOTAL REVENUE</b>                      | \$ 29,396,462            | \$ 27,744,462           | \$ 28,744,462           | \$ 27,804,462              | \$ 28,304,462              | \$ 28,456,462               | \$ 28,956,462               | \$ 29,456,462                |
|    | <b>Expense Budget (Less depreciation)</b> | 29,273,501               | 29,273,501              | 29,273,501              | 29,273,501                 | 29,273,501                 | 29,273,501                  | 29,273,501                  | 29,273,501                   |
|    | <b>Net Profit/Loss from Operations</b>    | \$ 122,961               | \$ (1,529,039)          | \$ (529,039)            | \$ (1,469,039)             | \$ (969,039)               | \$ (817,039)                | \$ (317,039)                | \$ 182,961                   |
|    | <b>Less: Depreciation</b>                 | \$ 2,200,000             | \$ 2,200,000            | \$ 2,200,000            | \$ 2,200,000               | \$ 2,200,000               | \$ 2,200,000                | \$ 2,200,000                | \$ 2,200,000                 |
|    | <b>Plus: Loan Repayment</b>               | \$ 278,500               | \$ 278,500              | \$ 278,500              | \$ 278,500                 | \$ 278,500                 | \$ 278,500                  | \$ 278,500                  | \$ 278,500                   |
|    | <b>Net change to reserves</b>             | \$ (1,798,539)           | \$ (3,450,539)          | \$ (2,450,539)          | \$ (3,390,539)             | \$ (2,890,539)             | \$ (2,738,539)              | \$ (2,238,539)              | \$ (1,738,539)               |

# CALIFORNIA STATE FAIR

## 8 YEAR DAILY ATTENDANCE COMPARISON

|                     | 2000    | 2001      | 2002      | 2003    | 2004*   | 2005    | 2006    | 2007    | 2008    |
|---------------------|---------|-----------|-----------|---------|---------|---------|---------|---------|---------|
| Number of Fair Days | 18      | 18        | 18        | 18      | 18      | 22      | 22      | 16      | 18      |
| Paid Attendance     | 807,610 | 847,099   | 798,170   | 792,733 | 697,622 | 635,122 | 641,210 | 522,500 | 540,118 |
| Total Attendance    | 965,840 | 1,045,091 | 1,001,022 | 990,884 | 918,253 | 920,768 | 941,502 | 739,380 | 795,124 |

|           |         |         |         |         |         |         |         |         |         |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Adult     | \$8.00  | \$8.00  | \$9.00  | \$9.00  | \$10.00 | \$10.00 | \$10.00 | \$10.00 | \$10.00 |
| Child     | \$4.00  | \$4.50  | \$5.00  | \$5.00  | \$6.00  | \$6.00  | \$6.00  | \$6.00  | \$6.00  |
| Senior    | \$5.00  | \$5.00  | \$7.00  | \$7.00  | \$8.00  | \$8.00  | \$8.00  | \$8.00  | \$8.00  |
| Parking   | \$5.00  | \$6.00  | \$6.00  | \$6.00  | \$6.00  | \$7.00  | \$7.00  | \$7.00  | \$8.00  |
| Poppy Pak | \$16.00 | \$29.95 | \$29.95 | \$34.95 | \$24.95 | \$29.95 | \$29.95 | \$29.95 | \$29.95 |



\*Change in admissions recorded as paid attendance from 2003-2004



# SACRAMENTO COUNTY TAXPAYERS LEAGUE

2008  
Officers & Directors

October 30, 2008

**President:**

KEN PAYNE  
Project Manager

**Vice Presidents:**

JOHN COOPER  
President, Howard Jarvis  
Taxpayers Association

BOB CREEDON  
President, Senator Ford, Inc.

PAUL BRUCE LEE  
Senior Policy Advisor

**Secretary:**

ADRIANE SCHACTERLE  
ACRL, Director of Policy &  
Planning

**Treasurer:**

THOMAS BEAVEY  
Analyst

**Executive Director:**

BOB BLYMYER

**Directors:**

JEFF ATTEBERRY  
Civil Engineer

CARL BURTON  
People's Advocate, Inc.

PAUL CARR  
Financial Consultant

KARL DAMBACHER  
MA College Professor

TROY DININ  
Bally's Supercenters

FELICIA ELINSON  
Taxpayer

ED GREBITUS, JR.  
E.A. Grebitus & Sons, Inc.

ADAM GRZYBICKI  
AT&T

THOMAS HILTACHK  
Bill, McAndrews & Hiltachk

BILL HIRSCHFELT  
John D. Branson Company

BILL JOHNSON  
Geophysicist, Civil Engineer

BILL LAWRENCE  
AAA RV Appliance Parts, Inc.

JIM LOFGREN  
Rental Housing Association,  
Sacramento Valley

AL McNULTY  
Taxpayer

RICHARD MERSEREAU  
Taxpayer/Policy Analyst

ROGER NIELLO  
Assemblyman, Fifth District

DOLORES O'BRIEN  
Taxpayer

JAY O'BRIEN  
Taxpayer

JOE SULLIVAN  
Sullivan & Associates

California Exposition and State Fair Board of Directors  
1600 Exposition Boulevard  
Sacramento, CA 95814

Dear Board of Directors,

As you may be aware, the Sacramento County Taxpayers League opposed Measures Q & R, ballot measures that called for building a new Kings arena at taxpayer's expense. Moreover, we and the Sacramento County Grand Jury took issue with the proponents of Measure Q & R for never fully disclosing the full details of the plan and its impact on taxpayers before seeking voter approval. The Q & R plan, developed behind closed doors and without public input, was soundly rejected by Sacramento County voters.

We are pleased that the NBA has not requested a tax subsidy in order to finance the new Kings arena being proposed for Cal-Expo. However, we seek assurance that the process by which Cal-Expo considers the NBA proposal will not be conducted like the Q & R campaign, and that it will be open and transparent to the public.

In order to assure California taxpayers that the lessons of the Q & R campaign will not be repeated, we are submitting the following questions;

**Q.** Please explain the process and timetable, and at which points will the public have opportunity to comment? And specifically, after Cal-Expo releases the NBA proposal to the public, how many days do you think should transpire in order for the public to study the proposal before the board takes action?

**Q.** In addition to the board of directors' commitment to Assemblyman Dave Jones that the analysis will include a land use scenario without an arena, has the board identified any other elements that should be to be studied before the conceptual plan and economic analysis is submitted to the board for approval?

1620 35th Avenue, Suite K • Sacramento, CA 95822 • Phone/Fax: (916) 399-5600

E-mail: [info@sactax.org](mailto:info@sactax.org) • Website: [www.sactax.org](http://www.sactax.org)

• Executive Board



# SACRAMENTO COUNTY TAXPAYERS LEAGUE

2008  
Officers & Directors

**President:**

KEVIN PAYNE  
Project Manager

**Vice-Presidents:**

EDWIN COOPER  
President, Howard Jones  
Taxpayers Association

BOB DREEDON  
President, Senator Ford, Inc.

W. BRUCE LEE  
Fiscal Policy Advisor

**Secretary:**

DIANE SCHACHTLE  
ACRL Director of Policy &  
Planning

**Treasurer:**

THOMAS PEAVEY  
Analyst

**Executive Director:**

BOB BLYMYER

**Directors:**

JEFF ATTEBERRY  
Civil Engineer

CARL BURTON  
People's Advocate, Inc.

PAUL CARR  
Financial Consultant

KARL DAMBACHER  
MA College Professor

TROY DININ  
Raley's Superstores

FELICIA ELKINSON  
Taxpayer

ED GREBITUS, JR.  
E.A. Grebitus & Sons, Inc.

ADAM GRZYBOSKI  
STAT

THOMAS HILTACHK  
Bell, McAndrews & Hiltachk

BILL HIRSCHFELT  
John O. Bronson Company

BILL JOHNSON  
Geophysicist, Civil Engineer

BILL LAWRENCE  
AAA RV Appliance Parts, Inc.

JIM LOFGREN  
Rural Housing Association,  
Sacramento Valley

AL MONULTY  
Taxpayer

RICHARD MERSEREAU  
Taxpayer Policy Analyst

ROGER NIELLO  
Assemblyman, Fifth District

DOLores O'BRIEN  
Taxpayer

JAY O'BRIEN  
Taxpayer

JOE SULLIVAN  
Sullivan & Associates

**Q. According to the Bee, Cal-Expo will conduct independent analysis of the proposal. After the conceptual plan is publically released, will or can a special public hearing be held so that other public agencies, experts and the general public can offer comment on the scope of the financial analysis so that the State and its taxpayers can be assured that a fair, impartial and thorough analysis was conducted before the board approves the conceptual plan?**

**Q. According to NBA officials quoted in the Bee, the plan calls for the Maloofs to get a \$500 million arena for free and the State of California a mere \$150 million for a new Cal-Expo/State Fair grounds. Will the analysis reveal how much developers stand to profit by developing the balance of the property into retail, office and residential property? Essentially, will the analysis provide what will the economic benefit of the plan be to the Maloofs, developers and the State? Will the analysis study other financial formulas so that the State gets the best return on its property?**

**Q. And finally, what processes or procedures have been adopted by the board to ensure that the best plan and analysis is presented to the public before the board votes to approve any final agreement with the NBA and/or the owners of the Kings?**

**Thank you for allowing the Sacramento County Taxpayers League to present these questions to the board of directors and we welcome your responses.**

**Sincerely,**

**Sacramento County Taxpayers League**

1620 35th Avenue, Suite K • Sacramento, CA 95822 • Phone/Fax: (916) 399-5600

E-mail: [info@sactax.org](mailto:info@sactax.org) • Website: [www.sactax.org](http://www.sactax.org)

## **CALIFORNIA EXPOSITION & STATE FAIR**

Executive Committee Meeting Minutes  
Thursday, October 30, 2008  
3:30 p.m.

### **MINUTES**

Committee Members Present:

Marko Mlikotin, Chair  
Director Steve Beneto

Committee Members Absent:

Director Amparo Pérez-Cook

Other Directors Present:

Director Rex Hime

Staff Present:

General Manager/CEO  
Deputy General Manager (DGM)  
Recording Secretary

Norb Bartosik  
Brian May  
Linda Contreras

Others Present:

Deputy Attorney General (DAG)  
Sacramento County Taxpayers League

Jerry Blair  
Bob Blymyer

Chair Mlikotin called the meeting to order at 3:40 p.m. and read the Mission Statement and the Public Comments. Vice Chair Pérez-Cook had asked to be excused and was not present.

### **UNFINISHED BUSINESS**

1. Update on Arena Negotiations with the NBA
  - a. The Real Estate Committee of the Board will review the status of the negotiations concerning a Proposed Project for the Development of a New Integrated Fairgrounds, Sports and Entertainment and Mixed Use Complex at Cal Expo
  - b. The Board will Also Consider a Recommendation by the Real Estate Committee to Extend the Letter of Understanding with the NBA until the Completion of the Economic Analysis of a Conceptual Plan

Director Hime reviewed the memo from the Real Estate Committee included in the Board packet.

Staff is working with the Department of General Services (DGS) on the scope of work for the Economic Study being done by the National Basketball Association (NBA) at the NBA's expense.

Cal Expo will retain its own consultant with DGS for a peer review of the study findings. Work should be completed in the next 100-120 days.

Director Hime recommends that a public workshop be held after the information has been reviewed by the Real Estate Committee and before the Board schedules a meeting to take action on the Conceptual Plan and Economic Study.

### Public Comments

#### Bob Blymyer, Sacramento County Taxpayers League

Mr. Blymyer representing the Sacramento County Taxpayers League asked the Committee to respond to the following questions:

1. What is the process for public input?
2. Will the Economic Study analyze the value of the project without an Arena?
3. What role will local government play in the evaluation process?
4. How much will a developer profit from the project if \$500 million and \$150 million are being spent respectively on an Arena and new fairgrounds as reported in the Sacramento Bee?

Director Hime responded to each of these questions as follows:

1. Director Hime responded, and Mr. Blymyer acknowledged, that this question had been addressed with earlier comments made by Mr. Hime.
2. The study will identify the benefits of an Arena and the project's ability to maximize land value. Fairgrounds independently do not generally induce mixed use projects of this type.
3. Local government has and will continue to be involved in the planning process.
4. The \$500 million figure reported in the Sacramento Bee to build an Arena was not provided by Cal Expo. The financial terms, should the NBA and Cal Expo decide to move forward, have not been discussed, or negotiated.

Discussion ensued amongst the Committee about the amount of legal fees spent to date and the anticipated cost of the peer review.

The Board has authorized \$150,000 in legal fees, of which \$75,000 has been spent to date. The Committee recommended that the anticipated cost of \$25,000 - \$30,000 for the peer review be charged against the remaining balance for legal fees authorized by the Board.

The Committee recommends that the Discussion Period in the Letter of Understanding be extended to March 31, 2009.

## NEW BUSINESS

1. Review for Approval Staff Recommendation to finalize a Line of Credit in the Event of Temporary Cash Flow Needs

### **Motion:**

It was moved by Director Beneto and seconded by Chair Mlikotin to approve Staff Recommendation to finalize a Line of Credit in the Event of Temporary Cash Flow Needs. **All in favor, motion carried.**

2. Review for Approval Revisions to the Policy & Procedures Manual

The Committee deferred discussion to tomorrow's Board meeting.

Chair Mlikotin announced that he is appointing an ad hoc committee of two to review the process for electing officers to the Board beginning with the 2009 election. Chair Mlikotin asked Director Beneto to serve with him on the ad hoc committee. Discussion followed.

3. Review for Approval Sponsorship Sales Contract

Director Beneto asked for time to review the contract for action by the Board tomorrow.

4. Consideration of Process for New Midway Operator

GM Bartosik reviewed the Letter of Intent for a New Midway Operator which is attached and made part of the record.

## MATTERS OF INFORMATION

1. Staff Reports
  - a. Legislative Update
  - b. Property & Real Estate Update

## ADJOURNMENT

The Executive Committee meeting adjourned at 4:45 p.m.





# SACRAMENTO COUNTY TAXPAYERS LEAGUE

2008  
Officers & Directors

October 30, 2008

**President:**

\*KEN PAYNE  
Project Manager

**Vice-Presidents:**

\*JON COUPAL  
President, Howard Jarvis  
Taxpayers Association

\*BOB CREEDON  
President, Senator Ford, Inc.

\*W. BRUCE LEE  
Fiscal Policy Advisor

**Secretary:**

\*DIANE SCHACTERLE  
ACRI, Director of Policy &  
Planning

**Treasurer:**

\*THOMAS REAVEY  
Analyst

**Executive Director:**

\*BOB BLYMYER

**Directors:**

JEFF ATTEBERRY  
Civil Engineer

CARL BURTON  
People's Advocate, Inc.

PAUL CARR  
Financial Consultant

KARL DAMBACHER  
MA College Professor

TROY DININ  
Raley's Superstores

FELICIA ELKINSON  
Taxpayer

ED GREBITUS, JR.  
E.A. Grebitus & Sons, Inc.

ADAM GRZYBICKI  
AT&T

THOMAS HILTACHK  
Bell, McAndrews & Hiltachk

\*BILL HIRSCHFELT  
John O. Bronson Company

BILL JOHNSON  
Geophysicist/Civil Engineer

BILL LAWRENCE  
AAA RV Appliance Parts, Inc.

JIM LOFGREN  
Rental Housing Association,  
Sacramento Valley

AL McNULTY  
Taxpayer

\*RICHARD MERSEREAU  
Taxpayer Policy Analyst

ROGER NIELLO  
Assemblyman, Fifth District

DOLORES O'BRIEN  
Taxpayer

JAY O'BRIEN  
Taxpayer

\*JOE SULLIVAN  
Sullivan & Associates

California Exposition and State Fair Board of Directors  
1600 Exposition Boulevard  
Sacramento, CA 95814

Dear Board of Directors,

As you may be aware, the Sacramento County Taxpayers League opposed Measures Q & R, ballot measures that called for building a new Kings arena at taxpayer's expense. Moreover, we and the Sacramento County Grand Jury took issue with the proponents of Measure Q & R for never fully disclosing the full details of the plan and its impact on taxpayers before seeking voter approval. The Q & R plan, developed behind closed doors and without public input, was soundly rejected by Sacramento County voters.

We are pleased that the NBA has not requested a tax subsidy in order to finance the new Kings arena being proposed for Cal-Expo. However, we seek assurance that the process by which Cal-Expo considers the NBA proposal will not be conducted like the Q & R campaign, and that it will be open and transparent to the public.

In order to assure California taxpayers that the lessons of the Q & R campaign will not be repeated, we are submitting the following questions;

**Q.** Please explain the process and timetable, and at which points will the public have opportunity to comment? And specifically, after Cal-Expo releases the NBA proposal to the public, how many days do you think should transpire in order for the public to study the proposal before the board takes action?

**Q.** In addition to the board of directors' commitment to Assemblyman Dave Jones that the analysis will include a land use scenario without an arena, has the board identified any other elements that should be to be studied before the conceptual plan and economic analysis is submitted to the board for approval?

1620 35th Avenue, Suite K • Sacramento, CA 95822 • Phone/Fax: (916) 399-5600

E-mail: [info@sactax.org](mailto:info@sactax.org) • Website: [www.sactax.org](http://www.sactax.org)

\* Executive Board



# SACRAMENTO COUNTY TAXPAYERS LEAGUE

2008  
Officers & Directors

**President:**

\*KEN PAYNE  
Project Manager

**Vice Presidents:**

\*JON COUPAL  
President, Howard Jarvis  
Taxpayers Association

\*BOB CREEDON  
President, Senator Ford, Inc.

\*W. BRUCE LEE  
Fiscal Policy Advisor

**Secretary:**

\*DIANE SCHACTERLE  
ACRI, Director of Policy &  
Planning

**Treasurer:**

\*THOMAS REAVEY  
Analyst

**Executive Director:**

\*BOB BLYMYER

**Directors:**

JEFF ATTEBERRY  
Civil Engineer

CARL BURTON  
People's Advocate, Inc.

PAUL CARR  
Financial Consultant

KARL DAMBACHER  
MA College Professor

TROY DININ  
Raley's Superstores

FELICIA ELKINSON  
Taxpayer

ED GREBITUS, JR.  
E.A. Grebitus & Sons, Inc.

ADAM GRZYBICKI  
AT&T

THOMAS HILTACHK  
Bell, McAndrews & Hiltachk

\*BILL HIRSCHFELT  
John O. Bronson Company

BILL JOHNSON  
Geophysicist/Civil Engineer

BILL LAWRENCE  
AAA RV Appliance Parts, Inc.

JIM LOFGREN  
Rental Housing Association,  
Sacramento Valley

AL McNULTY  
Taxpayer

\*RICHARD MERSEREAU  
Taxpayer Policy Analyst

ROGER NIELLO  
Assemblyman, Fifth District

DOLORES O'BRIEN  
Taxpayer

JAY O'BRIEN  
Taxpayer

\*JOE SULLIVAN  
Sullivan & Associates

**Q. According to the Bee, Cal-Expo will conduct independent analysis of the proposal. After the conceptual plan is publically released, will or can a special public hearing be held so that other public agencies, experts and the general public can offer comment on the scope of the financial analysis so that the State and its taxpayers can be assured that a fair, impartial and thorough analysis was conducted before the board approves the conceptual plan?**

**Q. According to NBA officials quoted in the Bee, the plan calls for the Maloofs to get a \$500 million arena for free and the State of California a mere \$150 million for a new Cal-Expo/State Fair grounds. Will the analysis reveal how much developers stand to profit by developing the balance of the property into retail, office and residential property? Essentially, will the analysis provide what will the economic benefit of the plan be to the Maloofs, developers and the State? Will the analysis study other financial formulas so that the State gets the best return on its property?**

**Q. And finally, what processes or procedures have been adopted by the board to ensure that the best plan and analysis is presented to the public before the board votes to approve any final agreement with the NBA and/or the owners of the Kings?**

**Thank you for allowing the Sacramento County Taxpayers League to present these questions to the board of directors and we welcome your responses.**

**Sincerely,**

**Sacramento County Taxpayers League**

1620 35th Avenue, Suite K • Sacramento, CA 95822 • Phone/Fax: (916) 399-5600

E-mail: [info@sactax.org](mailto:info@sactax.org) • Website: [www.sactax.org](http://www.sactax.org)

\* Executive Board



October 27, 2008

To Whom it May Concern:

**Re: Letter of Intent – California State Fair Midway Operator**

California Exposition & State Fair (Cal Expo) is seeking a new midway operator who can provide the latest and most popular midway rides, shows, games, and food and beverage concessions; related equipment such as ticket booths, generators, rest areas, benches, and plant material; and full-time personnel trained and experienced in management, safety, marketing, public relations, and promotions.

Midway operators wishing to compete in a Request for Proposals (RFP) process for an agreement up to ten years beginning in 2009 must first demonstrate that it can meet the required qualifications as set forth in this Letter of Intent. Only those operators fully meeting the required qualifications will be invited to compete in the RFP process. Should no more than one operator meet the required qualifications, Cal Expo will exercise its right to negotiate an agreement with the sole operator meeting the required qualifications. Should Cal Expo be unable to negotiate a satisfactory agreement, midway operators will be notified of such and a new Letter of Intent will be issued.

**General Information**

1. **Fair Dates:** The 2009 California State Fair will be held for 18 consecutive days, August 21 through September 7 (Labor Day). Future years' dates will be similar.
2. **Fair Hours:** Monday through Thursday, 12:00 noon until 10:00 p.m.; Friday through Sunday and Labor Day, 10:00 a.m. until 10:00 p.m. Midway operates until 11:00 p.m. on weekdays, and 12:00 midnight on weekends.
3. **Schedule for Responding to Letter of Intent:** Response must be received by Cal Expo no later than **5:00 p.m. on Friday, November 21, 2008**. Responses received after this deadline will not be considered. Please address response to:

Jan Risso  
Contracts Manager  
California Exposition & State Fair  
1600 Exposition Blvd.  
Sacramento, CA 95815

CALIFORNIA EXPOSITION & STATE FAIR

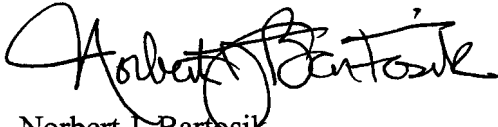
P.O. Box 15649 • Sacramento, CA 95852-1649      State of California • Arnold Schwarzenegger, Governor

4. Qualifications: In order for an operator to qualify, the following minimum requirements must be met:
- a. Must currently have commercial general liability insurance coverage with minimum limits of at least \$5,000,000 per occurrence combined single limit for bodily injury and property damage and cover damages for bodily injury, property damage, personal injury liability, and products and completed operations liability. In addition, must maintain automobile liability, workers' compensation, and all-risk property insurance coverage.
  - b. Must provide carnival rides and amusements for at least two fairs as the sole midway provider, with ride grosses of more than \$1.5 million.
  - c. Must own and/or operate a minimum of 55 rides, 15 percent of which are designated as super-spectacular, 20 percent of which are designated as spectacular, and 30 percent of which are designated as kiddy and/or family. All rides must be available to the operator for the full run of the California State Fair each year.
  - d. Must operate a minimum of 12 food and beverage stands, 50 percent of which were manufactured in the year 2004 or later. All stands must be available to the operator for the full run of the California State Fair each year.
  - e. Must operate a minimum of 40 games, 40 percent of which were manufactured in the year 2004 or later. The California State Fair has a Kids' Park which includes midway rides and games. Of the games provided, 15 percent must be designed for children. All games must be available to the operator for the full run of the California State Fair each year.
5. Required Documents to be Submitted
- a. Statement of qualifications including list of fairs played in 2008 with ride grosses. Please submit no more than two typewritten pages.
  - b. List of rides currently available to operator including name of ride, owner's name, manufacture date, type of ride (spectacular, etc.), and California Permit number. If equipment is owned by another entity, please provide a copy of the independent contractor agreement. Operator must demonstrate that these rides are available to the operator for the full run of the California State Fair each year. (See Exhibit A.)
  - c. List of food and beverage concession stands currently available to operator including name of stand, owner's name, manufacture date, and items offered. If stand is owned by another entity, please provide a copy of the independent contractor agreement. Operator must demonstrate that these stands are available to the operator for the full run of the California State Fair each year. (See Exhibit B.)
  - d. List of games currently available to operator including name of game, owner's name, category (adult or child), and manufacture date. If equipment is owned by another entity, please provide a copy of the independent contractor agreement. Operator must

demonstrate that these games are available to the operator for the full run of the California State Fair each year. (See Exhibit C.)

Please submit your response and all required documentation no later than **5:00 p.m. on Friday, November 21, 2008.**

Sincerely,  
CALIFORNIA EXPOSITION & STATE FAIR

A handwritten signature in black ink, appearing to read "Norbert J. Bartosik". The signature is stylized with a large, looping initial "N" and a long horizontal stroke at the end.

Norbert J. Bartosik  
General Manager/CEO

Enclosures

## **CALIFORNIA EXPOSITION & STATE FAIR**

State Fair, Agriculture & Marketing Committee Meeting Minutes  
Thursday, October 30, 2008  
2:30 p.m.

### **MINUTES**

**Committee Members Present:**

Director Gil Albiani  
Director Kathy Nakase

**Committee Members Absent:**

Amparo Pérez-Cook, Chair

**Staff Present:**

|  |                    |
|--|--------------------|
| General Manager/CEO (GM)   | Norb Bartosik      |
| Deputy General Manager (DGM)                                     | Brian May          |
| Assistant General Manager, Programs (AGM)                        | Patricia Garamendi |
| Assistant General Manager, Marketing &<br>Public Relations (AGM) | Erica Manuel       |
| Exhibits Supervisor  | Greg Kinder        |
| Admissions & Parking Manager                                     | Marcia Shell       |
| Exposition Event Manager   | Louise Shroder     |
| Entertainment Coordinator  | Paul Gillingham    |
| Livestock Program Coordinator                                    | Tomme Jo Dale      |
| Recording Secretary  | Linda Contreras    |

**Others Present:**

|  |                  |
|--|------------------|
| Action for Animals                           | Eric Mills       |
| Animal Switchboard                           | Virginia Handley |
| Humane Society of the United States          | Curt Ransom      |
| California Federation for Animal Legislation | Karen Raasch     |

Director Albiani called the meeting to order at 2:45 p.m. and dispensed with the reading of the Mission Statement and Public Comments. Chair Pérez-Cook had asked to be excused and was not present.

### **NEW BUSINESS**

**1. Review for Approval Revisions to the Animal Welfare Practices Policy**

GM Bartosik reported on a meeting held on October 16, 2008 with representatives of the Animal Welfare Community for the purpose of reviewing the Board's Animal Welfare Practices Policy and seeking comments.

## Public Comments

### Eric Mills, Action for Animals

Mr. Mills reported that the meeting organized by CBE Bradley was a good one.

Mr. Mills would still like to see the Animal Welfare Advisory Committee be reestablished.

Mr. Mills requests a ban on the teeter-totter, bull poker and big animal acts.

GM Bartosik reviewed the meeting minutes included in the Board packet. GM Bartosik pointed to a recommendation by CBE Bradley that provides for a forum for public comment. "All animal contractors/vendors of the fair must adhere to the Fair's Animal Welfare Practices (and this document be made a part of any and all animal contracts) and that this policy document of the board be updated annually with advisory suggestions being provided by the Board's Agricultural Advisory Council with annual input from members of the public at a Agricultural Advisory Council sub -committee meeting held once during the year."

Director Nakase suggested that the meeting be held at least once a year.

### Virginia Handley, Animal Switchboard

Ms. Handley proposes a synthetic surface for Thoroughbred racing and a euthanasia policy for animals.

### Curt Ransom, Humane Society of the United States

Mr. Ransom proposes representation on the sub-committee in lieu of the right to provide input.

Director Nakase informed Mr. Ransom that he can submit an application to serve on the Agricultural Advisory Council.

### Karen Raasch, California Federation for Animal Legislation

Ms. Raasch supports comments made by the previous speakers.

## **Motion:**

It was moved by Director Nakase and seconded by Director Albani to recommend to the Board for approval the Revisions to the Animal Welfare Practices Policy with the addition that the sub-committee meet at least once annually. **All in favor, motion carried.**

## 2. Review for Approval Advertising Services Request for Proposal (RFP)

AGM Manuel reviewed the Advertising Services Request for Proposal (RFP) included in the Board packet.

Director Nakase questioned the timing of changing contractors.

Director Albiani asked why we shouldn't look to see if there were contractors out there with a better approach.

GM Bartosik said that the discussion is moot since MeringCarson has said that they will not submit a proposal.

The Committee recommends to the Board approval of the RFP.

## MATTERS OF INFORMATION

### 1. Staff Reports

AGM Manuel reviewed her report included in their Board packet.

Director Nakase asked Staff to include on a monthly basis steps that are being taken to address the Goals for 2009.

AGM Garamendi reviewed her report included in the Board packet.

## ADJOURNMENT

The State Fair, Agriculture and Marketing Committee meeting adjourned at 3:35 p.m.



## **CALIFORNIA EXPOSITION & STATE FAIR**

Finance & Audit Committee Meeting Minutes  
Thursday, October 30, 2008  
1:00 p.m.

### **MINUTES**

#### **Committee Members Present:**

Corny Gallagher, Chair  
Director Marko Mlikotin  
Director Marilyn Hendrickson  
Director Rick Stacey

#### **Staff Present:**

|  |                    |
|--|--------------------|
| General Manager/CEO (GM)   | Norb Bartosik      |
| Deputy General Manager (DGM)                                     | Brian May          |
| Accounting & Finance Manager                                     | Amy Casias         |
| Assistant General Manager, Racing (AGM)                          | Dave Elliott       |
| Assistant General Manager, Marketing &<br>Public Relations (AGM) | Erica Manuel       |
| Assistant General Manager, Planning & Facilities (AGM)           | Steve Launey       |
| Assistant General Manager, Programs (AGM)                        | Patricia Garamendi |
| Chief of Police  | Robert L. Craft    |
| Exposition Event Manager   | Louise Shroder     |
| Admissions & Parking Manager                                     | Marcia Shell       |
| Exhibits Supervisor  | Greg Kinder        |
| Receptionist   | Vicki Conwell      |
| Recording Secretary  | Linda Contreras    |

Chair Gallagher called the meeting to order at 1:00 p.m.

#### **Motion:**

It was moved by Director Stacey and seconded by Director Hendrickson to dispense with reading the Mission Statement and Public Comments.

Chair Gallagher reviewed the Sacramento Regional Research Institute (SRRI) Economy Report included in the Board packet.

#### **NEW BUSINESS**

1. Monthly Financial Statements September 2008
2. Purchases/Contracts Requiring Board Approval
3. Accounts Receivable Policy Procedures Revision
4. Review for Approval Proposed 2009 Budget
5. Review for Approval Checks Payable Policy to Employees

Accounting & Finance Manager Casias reviewed the monthly financial statements with the Committee. A Capital Outlay Expense Report through December 31, 2009 was distributed and is attached and made part of the record.

A review of Brian Honebein's Sponsorship Sales 5-Year Agreement was presented by Staff.

**Motion:**

It was moved by Director Stacey and seconded by Director Hendrickson to accept and recommend to the Board for approval after the Executive Staff has reviewed the changes and approves. **All in favor, motion carried.**

Accounting & Finance Manager reviewed the Accounts Receivable Report with the Committee.

Accounting & Finance Manager distributed and reviewed a spreadsheet with a range of admission pricing and parking fee options. A copy is attached and made part of the record.

Also distributed and reviewed was a trend line of an 8 year Daily Attendance Comparison report and a Marketing Campaign Comparison report which is attached and made part of the record.

GM Bartosik reported Interim Events Promoters are concerned about the increase of parking fees.

A discussion ensued about the price of admission and parking and its effect on attendance.

An explanation of the revenue projections was provided by Staff.

**MATTERS OF INFORMATION**

1. Purchases/Contracts Requiring Board Notification
2. Accounts Receivable Report
3. Accounts Receivable Procedure Review

The Committee passed on making a recommendation to the Board and will carry forward the discussion at the Board meeting.

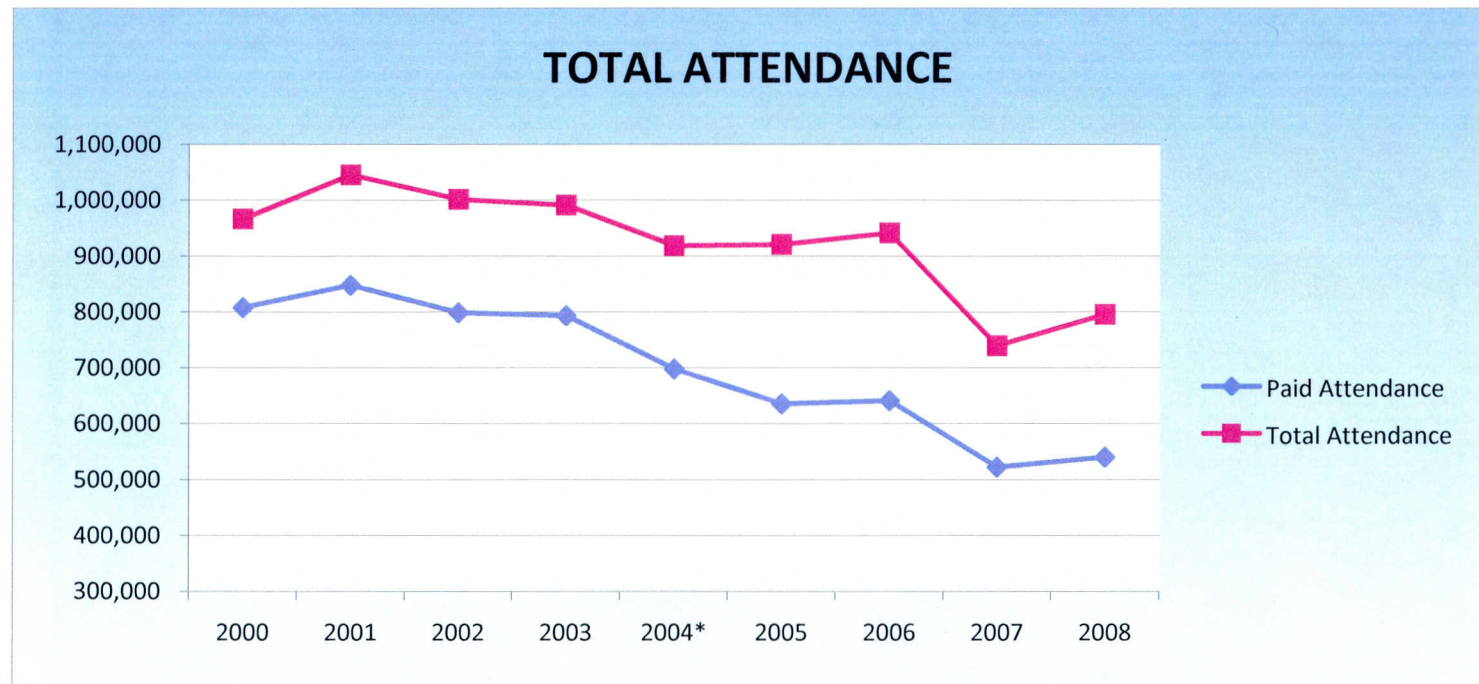
**ADJOURNMENT**

The Finance & Audit Committee meeting adjourned at 2:30 p.m.

# CALIFORNIA STATE FAIR 8 YEAR DAILY ATTENDANCE COMPARISON

|                     | 2000    | 2001      | 2002      | 2003    | 2004*   | 2005    | 2006    | 2007    | 2008    |
|---------------------|---------|-----------|-----------|---------|---------|---------|---------|---------|---------|
| Number of Fair Days | 18      | 18        | 18        | 18      | 18      | 22      | 22      | 16      | 18      |
| Paid Attendance     | 807,610 | 847,099   | 798,170   | 792,733 | 697,622 | 635,122 | 641,210 | 522,500 | 540,118 |
| Total Attendance    | 965,840 | 1,045,091 | 1,001,022 | 990,884 | 918,253 | 920,768 | 941,502 | 739,380 | 795,124 |

|           |         |         |         |         |         |         |         |         |         |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Adult     | \$8.00  | \$8.00  | \$9.00  | \$9.00  | \$10.00 | \$10.00 | \$10.00 | \$10.00 | \$10.00 |
| Child     | \$4.00  | \$4.50  | \$5.00  | \$5.00  | \$6.00  | \$6.00  | \$6.00  | \$6.00  | \$6.00  |
| Senior    | \$5.00  | \$5.00  | \$7.00  | \$7.00  | \$8.00  | \$8.00  | \$8.00  | \$8.00  | \$8.00  |
| Parking   | \$5.00  | \$6.00  | \$6.00  | \$6.00  | \$6.00  | \$7.00  | \$7.00  | \$7.00  | \$8.00  |
| Poppy Pak | \$16.00 | \$29.95 | \$29.95 | \$34.95 | \$24.95 | \$29.95 | \$29.95 | \$29.95 | \$29.95 |



\*Change in admissions recorded as paid attendance from 2003-2004

**CALIFORNIA EXPOSITION & STATE FAIR**  
**DRAFT REVENUE BUDGET 2009**  
**Pricing Comparison**

|    |   | Adm-\$12<br>Parking \$10 | Adm-\$10<br>Parking \$8 | Adm-\$12<br>Parking \$8 | All Adm-\$8<br>Parking \$8 | All Adm-\$9<br>Parking \$8 | All Adm-\$8<br>Parking \$10 | All Adm-\$9<br>Parking \$10 | All Adm-\$10<br>Parking \$10 |
|----|---|--------------------------|-------------------------|-------------------------|----------------------------|----------------------------|-----------------------------|-----------------------------|------------------------------|
|    |   | COL. A                   | COL. B                  | COL. C                  | COL. D                     | COL. E                     | COL. F                      | COL. G                      | COL. H                       |
|    | <b>STATE FAIR REVENUE</b>                 |                          |                         |                         |                            |                            |                             |                             |                              |
|    | Average Ticket Price                      | \$ 9.88                  | \$ 7.88                 | \$ 9.88                 | \$ 8.00                    | \$ 9.00                    | \$ 8.00                     | \$ 9.00                     | \$ 10.00                     |
|    | Paid Attendance                           | 500,000                  | 500,000                 | 500,000                 | 500,000                    | 500,000                    | 500,000                     | 500,000                     | 500,000                      |
| 1  | Admissions                                | 4,940,000                | 3,940,000               | 4,940,000               | 4,000,000                  | 4,500,000                  | 4,000,000                   | 4,500,000                   | 5,000,000                    |
| 2  | Parking                                   | 1,469,000                | 1,157,000               | 1,157,000               | 1,157,000                  | 1,157,000                  | 1,469,000                   | 1,469,000                   | 1,469,000                    |
| 3  | All Other Fair Revenue                    | 8,813,712                | 8,813,712               | 8,813,712               | 8,813,712                  | 8,813,712                  | 8,813,712                   | 8,813,712                   | 8,813,712                    |
| 4  | <b>TOTAL STATE FAIR</b>                   | 15,222,712               | 13,910,712              | 14,910,712              | 13,970,712                 | 14,470,712                 | 14,282,712                  | 14,782,712                  | 15,282,712                   |
| 5  | <b>INTERIM EVENTS REVENUE</b>             |                          |                         |                         |                            |                            |                             |                             |                              |
| 6  | Expo Events/Grandstand                    | 3,382,500                | 3,042,500               | 3,042,500               | 3,042,500                  | 3,042,500                  | 3,382,500                   | 3,382,500                   | 3,382,500                    |
| 7  | All other Interim Revenue                 | 8,776,750                | 8,776,750               | 8,776,750               | 8,776,750                  | 8,776,750                  | 8,776,750                   | 8,776,750                   | 8,776,750                    |
| 8  | <b>TOTAL INTERIM EVENTS</b>               | 12,159,250               | 11,819,250              | 11,819,250              | 11,819,250                 | 11,819,250                 | 12,159,250                  | 12,159,250                  | 12,159,250                   |
| 9  | <b>TOTAL OTHER FUNDS</b>                  | 2,014,500                | 2,014,500               | 2,014,500               | 2,014,500                  | 2,014,500                  | 2,014,500                   | 2,014,500                   | 2,014,500                    |
| 10 |   |                          |                         |                         |                            |                            |                             |                             |                              |
| 11 | <b>TOTAL REVENUE</b>                      | \$ 29,396,462            | \$ 27,744,462           | \$ 28,744,462           | \$ 27,804,462              | \$ 28,304,462              | \$ 28,456,462               | \$ 28,956,462               | \$ 29,456,462                |
|    | <b>Expense Budget (Less depreciation)</b> | 29,273,501               | 29,273,501              | 29,273,501              | 29,273,501                 | 29,273,501                 | 29,273,501                  | 29,273,501                  | 29,273,501                   |
|    | <b>Net Profit/Loss from Operations</b>    | \$ 122,961               | \$ (1,529,039)          | \$ (529,039)            | \$ (1,469,039)             | \$ (969,039)               | \$ (817,039)                | \$ (317,039)                | \$ 182,961                   |
|    | <b>Less: Depreciation</b>                 | \$ 2,200,000             | \$ 2,200,000            | \$ 2,200,000            | \$ 2,200,000               | \$ 2,200,000               | \$ 2,200,000                | \$ 2,200,000                | \$ 2,200,000                 |
|    | <b>Plus: Loan Repayment</b>               | \$ 278,500               | \$ 278,500              | \$ 278,500              | \$ 278,500                 | \$ 278,500                 | \$ 278,500                  | \$ 278,500                  | \$ 278,500                   |
|    | <b>Net change to reserves</b>             | \$ (1,798,539)           | \$ (3,450,539)          | \$ (2,450,539)          | \$ (3,390,539)             | \$ (2,890,539)             | \$ (2,738,539)              | \$ (2,238,539)              | \$ (1,738,539)               |

## POINT SHEET -- BOARD REPORT

### **Revenue Budget 2009** (Reference Draft Revenue Budget 2009)

Staff is recommending, with Director Mlikotin and Gallagher's concurrence, the 2009 budget be based on the Downside scenario in Col.D. We are recommending the downside because of the uncertainty in the economy. This budget plans for a net profit (positive cash effect) before depreciation of \$122,961 but a net decrease to reserves after depreciation of \$1,798,539.

The paid attendance and average ticket price used for revenue calculations is shown in each column. All budget columns based on the assumption that state fair admission and all parking are increased to \$12 and \$10, respectively. 2009 paid attendance is budgeted at 500,000(down 40,000 from 2008 actual). All other projections not affected by paid attendance or noted below were reduced 10% from current year expected. Additional explanation provided as needed below:

1. **Monorail (Row 4)** - Profits from the monorail become ours again with the departure of RCS. Revenue budgeted conservatively at this year's net profit.
2. **S.F. Entry Fees (Row 9)** - Includes an increase in entry fees of \$2-\$4 in youth, industrial ed, CA kitchen, creative arts, wine and certain livestock. However, revenue still decreased due to downside scenario.
3. **Sponsorships(Row 13)** - Budgeted conservatively at 24% decrease due to unknown economy. (\$636,000)
4. **Concert Seating(Gold Circle) (Row 19)** - Budgeted less due to decrease in big name entertainment expense. (\$54,000)
5. **Raging Waters (Row 25)** - 2008 was the last year of the \$100,000 rent credit per the contract, Allowing for increased revenue by \$41,000.
6. **Message Board Ads (Row 27)** - Contractual guarantee
7. **ATM Commissions (Row 29)** - Plan to charge \$2 per transaction during the fair with a new sponsorship contract,
8. **Reimbursements (Row 35)** - Decrease for harness reimbursables which are now included in the harness line and also decreased expo events.

## POINT SHEET - BOARD REPORT

### **Expense Budget 2009** (Reference Draft Expense Budget 2009)

In order to balance the budget for 2009, a total of \$4,046,000 was cut from the 2008 budget. Almost an additional \$1 million was added for increased costs for a net decrease of \$3,080,000. The priorities in the budget were safety, ensuring the same fair experience and safeguarding Permanent Full Time Staff jobs. The budget allows for \$200,000 for new state fair features/entertainment. The most significant increases and decreased are detailed below:

**1. 2009 Labor Changes (Col. C)** - This year's budget includes 16 (103 vs. 87) less Permanent Full Time positions than 2008 which is a savings of nearly \$1million. This was achieved by eliminating vacant positions. Unemployment insurance budget is decreasing by \$150,000. The balance of the decrease is a reduction in temporary labor across every unit. The decreases in labor will mean a reduction in janitorial labor and maintenance labor but priority will be to focus on duties that affect our guest's experience.

**2. Decreases (Col. D)** - Reductions include the following, among many others: elimination of market research(\$40,000), reduction of General Manager contingency(\$30,000), reduction of computer programming services(\$52,000), reduction in big name entertainment (\$100,000), reduction in other entertainment stages(\$60,000), elimination of county exhibits lighting (\$19,000), various premium reductions(\$35,000), elimination of Bull Fest and Cattlemen's Day programming(\$110,000), elimination of farm camp(\$5,000), dirt to dish program(\$4,500), free petting farm, now it will be a paid activity(\$22,000), reduction in cavalcade entertainment(\$20,000), decrease in floriculture exhibit(\$40,000), decrease in workers comp insurance(\$143,000), decrease in loan repayment (\$62,000), reduction of state fair funding used for CSI, High Dive show and rats, bats, cats exhibit within Fur & Feathers(\$100,000), decrease in Pro Rata Assessment(\$146,000).

**3. Increases (Col. E)** - Increases include the following: Additional funding for insurance(\$27,000), additional funding for attorney general legal fees(\$30,000), fire Marshall costs(\$20,000), increase in fuel costs(\$30,000), property protection insurance(\$55,000), COLA for Full Time employees effective 7/1/08 per State's instructions(\$156,000), increase in flood plain taxes(\$20,000), consultant for NBA negotiations(\$25,000) and legal fees for NBA negotiations(\$70,000).

| Month Ended | Balance      | Capital Outlay Expense | ProRata      | Insurance    | w/c    | Advertising |
|-------------|--------------|------------------------|--------------|--------------|--------|-------------|
| 1/31/2000   | 4,582,381.16 |                        |              |              |        |             |
| 2/28/2000   | 4,716,716.93 | 134,335.77             |              |              |        |             |
| 3/31/2000   | 4,297,751.43 | (418,965.50)           |              |              |        |             |
| 4/30/2000   | 4,492,594.99 | 194,843.56             |              |              |        |             |
| 5/31/2000   | 2,983,831.68 | (1,508,763.31)         |              |              |        |             |
|             |              | (807,930.27)           |              |              |        |             |
| 7/31/2000   | 2,437,042.55 | 261,141.14             |              |              |        |             |
| 8/31/2000   | 6,963,316.87 | 4,526,274.32           |              |              |        |             |
| 9/30/2000   | 5,650,158.03 | (1,313,158.84)         |              |              |        |             |
| 10/31/2000  | 4,960,052.94 | (690,105.09)           |              |              |        |             |
| 11/30/2000  | 4,073,026.47 | (887,026.47)           |              |              |        |             |
| 12/31/2000  | 3,377,916.64 | (695,109.83)           |              |              |        |             |
| 1/31/2001   | 3,225,916.45 | (152,000.19)           |              |              |        |             |
| 2/28/2001   | 3,171,522.15 | (54,394.30)            |              |              |        |             |
| 3/30/2001   | 2,576,053.79 | (595,468.36)           |              |              |        |             |
| 4/30/2001   | 2,369,757.16 | (206,296.63)           |              |              |        |             |
| 5/31/2001   | 1,787,119.82 | (582,637.34)           |              |              |        |             |
|             |              | (51,306.09)            |              |              |        |             |
| 7/31/2001   | 2,568,908.72 | 833,094.99             |              |              |        |             |
| 8/31/2001   | 7,903,111.82 | 5,334,203.10           |              |              |        |             |
| 9/30/2001   | 7,040,283.45 | (862,828.37)           |              |              |        |             |
| 10/31/2001  | 5,293,483.07 | (1,746,800.38)         |              |              |        |             |
| 11/30/2001  | 5,113,898.79 | (179,584.28)           |              |              |        |             |
| 12/31/2001  | 4,361,844.24 | (752,054.55)           |              |              |        |             |
| 1/31/2002   | 4,342,066.97 | (19,777.27)            |              |              |        |             |
| 2/28/2002   | 3,973,559.43 | (368,507.54)           | 124.66       |              |        |             |
| 3/31/2002   | 3,575,284.86 | (398,274.57)           | 7,180.34     |              |        |             |
| 4/30/2002   | 3,514,379.83 | (60,905.03)            | 24,483.72    |              |        |             |
| 5/31/2002   | 2,982,643.69 | (531,736.14)           | 32,863.62    |              |        |             |
|             |              | (58,805.77)            | 42,126.52    |              |        |             |
| 7/31/2002   | 3,127,592.73 | 203,754.81             | 127,490.95   |              |        |             |
| 8/31/2002   | 8,762,835.48 | 5,635,242.75           | 698,897.80   |              |        |             |
| 9/30/2002   | 6,653,952.83 | (2,108,882.65)         | (223,098.62) |              |        |             |
| 10/31/2002  | 5,467,619.77 | (1,186,333.06)         | 44,409.71    |              |        |             |
| 11/30/2002  | 4,710,335.24 | (757,284.53)           | 76,111.73    |              |        |             |
| 12/31/2002  | 3,738,698.04 | (971,637.20)           | 1,094,757.17 | 1,925,347.60 |        |             |
| 1/31/2003   | 3,036,607.80 | (702,090.24)           | -            |              |        |             |
| 2/28/2003   | 3,022,212.79 | (14,395.01)            | 3,002.39     |              |        |             |
| 3/31/2003   | 3,019,134.42 | (3,078.37)             | 15,700.95    |              |        |             |
| 4/30/2003   | 3,195,321.10 | 176,186.68             | 12,424.86    |              |        |             |
| 5/31/2003   | 3,553,342.44 | 358,021.34             | 15,797.55    |              |        |             |
| 6/30/2003   | 3,234,227.75 | (319,114.69)           | 402,871.87   |              |        |             |
| 7/31/2003   | 3,580,067.86 | 345,840.11             | 56,178.29    |              |        |             |
| 8/31/2003   | 9,819,072.98 | 6,239,005.12           | 427,506.44   |              |        |             |
| 9/30/2003   | 6,858,212.44 | (2,960,860.54)         | 176,558.11   |              |        |             |
| 10/31/2003  | 4,530,221.75 | (2,327,990.69)         | 292,449.02   |              |        |             |
| 11/30/2003  | 4,396,752.03 | (133,469.72)           | 7,008.53     |              |        |             |
|             |              | (1,783,280.99)         | 96,566.77    | 1,506,064.78 |        |             |
| 1/1/2004    | 3,350,942.27 | 737,471.23             | 819.23       |              |        | 28140.5     |
| 2/28/2004   | 3,270,823.03 | (80,119.24)            | 173,376.42   |              |        |             |
| 3/31/2004   | 2,453,388.33 | (817,434.70)           | 157,253.97   |              |        |             |
| 4/30/2004   | 2,623,913.70 | 170,525.37             | 172,421.48   |              |        |             |
| 5/31/2004   | 2,034,111.17 | (589,802.53)           | 312,913.79   |              |        |             |
|             |              | (883,219.58)           | 762,070.06   |              |        | 79766       |
| 7/31/2004   | 2,365,834.33 | 1,214,942.74           | 178,791.97   |              |        | 111596      |
| 8/31/2004   | 6,060,054.02 | 3,694,219.69           | 308,389.40   |              |        | 282753.27   |
| 9/30/2004   | 5,534,192.58 | (525,861.44)           | 62,522.95    |              |        |             |
| 10/31/2004  | 4,780,634.33 | (753,558.25)           | 234,067.86   | 2,362,627.13 |        | 482123.06   |
| 11/30/2004  | 3,044,005.94 | (1,736,628.39)         | 123,500.00   |              |        | 172160.54   |
| 12/31/2004  | 1,728,546.93 | (1,315,459.01)         |              |              |        |             |
| 1/31/2005   | 2,329,651.58 | 601,104.65             | 8,000.00     |              |        | 24969       |
| 2/28/2005   | 2,780,142.73 | 450,491.15             | 5,000.00     | 106,000.00   |        | 15000       |
| 3/31/2005   | 1,460,273.00 | (1,319,869.73)         | 69,000.00    |              |        | 29077.16    |
| 4/30/2005   | 1,759,758.01 | 299,485.01             | 50,000.00    |              |        |             |
| 5/31/2005   | 1,077,941.49 | (681,816.52)           | 355,000.00   |              |        | 30200       |
|             |              | (252,119.04)           | (69,000.00)  | 106,000.00   |        | 74956.68    |
| 7/31/2005   | 2,793,627.59 | 1,967,805.14           | 133,000.00   |              |        | 29071.99    |
| 8/31/2005   | 5,942,275.18 | 3,148,647.59           | 34,000.00    | 181,000.00   |        |             |
| 9/30/2005   | 4,000,849.17 | (1,941,426.01)         | 75,000.00    |              |        |             |
| 10/31/2005  | 3,310,009.95 | (690,839.22)           | 120,000.00   |              |        |             |
| 11/30/2005  | 3,427,717.96 | 117,708.01             | 15,000.00    | 181000       | 90350  | 508707.9    |
| 12/31/2005  | 2,929,477.79 | (498,240.17)           | 86,000.00    | 881,000.00   | 90350  | 151441      |
|             |              |                        |              |              | 151500 |             |
|             |              |                        |              |              | 90350  |             |

| cap outlay estimates |              |                |            | 181000 | 271050 | 454500 |
|----------------------|--------------|----------------|------------|--------|--------|--------|
| 1/31/2006            | 3,450,771.88 | 521,294.09     | 21,000.00  |        |        |        |
| 2/28/2006            | 3,642,697.82 | 191,925.94     | 21,000.00  | 181000 |        |        |
| 3/31/2006            | 3,276,109.48 | (366,588.34)   | 21,000.00  |        |        |        |
|                      |              | (143,134.99)   | 42,000.00  |        |        |        |
| 5/31/2006            | 3,186,104.58 | 53,130.09      | 42,000.00  |        |        |        |
| 6/30/2006            | 3,649,852.83 | 463,748.25     | 42,000.00  | 181000 |        |        |
| 7/31/2006            | 3,410,485.29 | (239,367.54)   | 35,000.00  |        | 90350  | 164000 |
| 8/31/2006            | 8,282,418.85 | 4,871,933.56   | 32,000.00  | 186000 | 90350  | 164000 |
| 9/30/2006            | 8,237,041.81 | (45,377.04)    | 184,000.00 |        | 90350  | 164000 |
| 10/31/2006           | 5,644,095.54 | (2,592,946.27) | 184,000.00 |        | 90350  | 164000 |
| 11/30/2006           | 4,861,848.99 | (782,246.55)   | 184,000.00 | 186000 | 90350  | 164000 |
| 12/31/2006           | 3,480,890.00 | (1,380,958.99) | 134,000.00 |        | 90350  | 164000 |
|                      |              |                | 942,000.00 |        |        |        |
| 1/31/2007            | 4,224,279.25 | 743,389.25     |            |        |        |        |
| 2/28/2007            | 3,464,157.45 | (760,121.80)   |            |        |        |        |
| 3/31/2007            | 2,968,268.05 | (495,889.40)   |            |        |        |        |
|                      |              | (256,594.71)   |            |        |        |        |
| 5/31/2007            | 3,524,529.38 | 812,856.04     |            |        |        |        |
| 6/30/2007            | 3,998,193.49 | 473,664.11     |            |        |        |        |
| 7/31/2007            | 3,286,201.59 | (711,991.90)   |            |        |        |        |
| 8/31/2007            | 6,802,567.30 | 3,516,365.71   |            |        |        |        |
| 9/30/2007            | 6,257,000.00 | (545,567.30)   |            |        |        |        |
| 10/31/2007           | 4,613,040.85 | (1,643,959.15) |            |        |        |        |
| 11/30/2007           | 4,020,034.89 | (593,005.96)   |            |        |        |        |
| 12/31/2007           | 2,748,761.46 | (1,271,273.43) |            |        |        |        |
| 1/31/2008            | 2,516,099.62 | (69,705.91)    |            |        |        |        |
|                      |              | 141,925.94     |            |        |        |        |
| 3/31/2008            | 1,789,893.20 | 337,446.09     |            |        |        |        |
| 4/30/2008            | 2,235,606.62 | 445,713.42     |            |        |        |        |
| 5/31/2008            | 2,519,109.93 | 283,503.31     |            |        |        |        |
| 6/30/2008            | 2,893,743.94 | 374,634.01     |            |        |        |        |
| 7/31/2008            | 2,809,192.62 | (84,551.32)    |            |        |        |        |
| 8/31/2008            | 7,029,400.85 | 4,220,208.23   |            |        |        |        |
| 9/30/2008            | 4,092,613.00 | (2,936,787.85) |            |        |        |        |
| 10/31/2008           | 4,256,516.00 | 163,903.00     |            |        |        |        |
| 11/30/2008           | 3,565,269.45 | (691,246.55)   |            |        |        |        |
| 12/31/2008           | 2,475,310.46 | (1,089,958.99) |            |        |        |        |
| 1/31/2009            | 1,816,099.62 | (659,210.84)   |            |        |        |        |
| 2/28/2009            | 652,447.11   | (1,163,652.51) |            |        |        |        |
| 3/31/2009            | 889,893.20   | 237,446.09     |            |        |        |        |
| 4/30/2009            | 1,235,606.62 | 345,713.42     |            |        |        |        |
| 5/31/2009            | 1,419,109.93 | 183,503.31     |            |        |        |        |
| 6/30/2009            | 1,693,743.94 | 274,634.01     |            |        |        |        |
| 7/31/2009            | 2,109,192.62 | 415,448.68     |            |        |        |        |
| 8/31/2009            | 6,229,400.85 | 4,120,208.23   |            |        |        |        |
| 9/30/2009            | 3,992,613.00 | (2,236,787.85) |            |        |        |        |
| 10/31/2009           | 2,539,653.85 | (1,452,959.15) |            |        |        |        |
| 11/30/2009           | 1,137,647.89 | (1,402,005.96) |            |        |        |        |
| 12/31/2009           | 1,600,000.00 | 462,352.11     |            |        |        |        |



# MARKETING CAMPAIGN INFO 1996-2008

|                     | 2000  | 2001  | 2002  | 2003  | 2004  | 2005   | 2006   | 2007   | 2008  |
|---------------------|---|---|---|---|---|--|--|--|---|
| PRODUCTION COSTS    | \$ 222,071.00   | \$ 205,511.00   | \$ 236,080.00   | \$ 262,816.00   | \$ 316,224.00   | \$ 435,502.00  | \$ 200,000   | \$ 336,000   | \$ 436,000  |
| MEDIA COST          | \$ 578,559.00   | \$ 629,516.00   | \$ 667,729.00   | \$ 708,678.00   | \$ 664,973.00   | \$ 704,018.00  | \$ 742,052   | \$ 715,000   | \$ 663,000  |
| AGENCY FEES         | \$ 110,993.00   | \$ 132,690.00   | \$ 150,940.00   | \$ 150,000.00   | \$ 174,386.00   | \$ 172,500.00  | \$ 126,000   | \$ 126,000   | \$ 108,000  |
| DIFFERENCE          |   | 787,832   | 1,061,567   | 1,058,675   | 968,279   | 1,064,922  | 849,578  | 1,034,790  | 1,068,550   |
| AD CREATIVE         | Wonders of the World  | Ameripop  | Carnival  | 150th Anniversary   | Good Times  | Beach Party  | Superstars & Superheroes   | Fun Never Grows Old  | Goes Hollywood  |
| FEATURE EXHIBITS    | Sand Castles; Concerts; BullFest; Xtreme Zone   | Sand Castles; I Love Lucy; Xtreme Zone  | Carnival; Concerts; Presidents & Patriots; Multicultural Rodeo  | Sideshow; Xtreme Zone; Concerts; Fair 150; Oval Office                                      | Kids Park; Xtreme Zone; Concerts; Home of the Bear; Uniquely California; Baseball America's Game  | Kids Park; Shark Show; Beach; High Dive; Treasure Hunt to Good Health; Pure Surf; Wet & Wild; Tibet; Ranchland 1; Monster Trucks; Boxing; Wrestling; Bodybuilding; Bullfest; Sand castles;   | Superheroes Exhibit; Pop Rocks; State Fair Star; Bodybuilding; Boxing; Demo Derby; Monster Trucks; Step Up; Celebrity Autographs; Read & Ride; Poppy Pals Club; Hypnotist Returned | Toytopia; Green Dream; Ranchland; Toy Giveaways; Ewe Tube; Read & Ride; Step Up in Kids Park/Xtreme Zone   | Going Hollywood; Backlot; Sea Lions; High Dive; Acrobats; CSI; Thoroughbreds; Step Up; Read & Ride; Ranchland; Hypnotist  |
| THEME               | Wonders of the World  | Pop Culture   | Carnival  | Sideshow  | No  | Beach Party  | Superstars & Superheroes   | No   | Hollywood   |
| JINGLE              | No  | No  | No  | No  | Yes (animated camelion)   | no   | Green Acres 3  | No   | No  |
| CONCERTS            | Cheap Trick; Statler Brothers; Doobie Bros.; George Thorogood; Clay Walker; Def Leppard | Village People; Hiroshima; Osmonds; Pat Benatar; Super Diamond; Jaci Velasquez; Lonestar; Dream; En Vogue; O Town | Bangles; Foreigner; Lee Greenwood; Lifehouse; (Diffie, Lawrence, Chestnut); Chely Wright; Jeffrey Osbourne; Howie Mandel; Los Lobos; 96 Rock Fest; Pop Til You Drop | Go Go's; Newsboys; 38 Special; Chris Ledoux; Joe Cocker; B-52s; Kurt Franklin; Aaron Carter | Hootie & Blowfish; Rain; Newsboys; Phil Vassar; Mya; Spinners; Doobie Bros.; Ozomatli; Stacey Orrico; Maroon 5; Huey Lewis; Los Lonely Boys | Los Lonely Boys; Boyz 2 Men; Hoobastank; Carrot Top; Audio Adrenaline; Ajan Parsons; Paul Rodriguez; Tony Hawk; Macy Gray; Walflowers; Bill Engvall; Huey Lewis; Latoya London; Ryan Cabrera | Kenny Loggins; Loverboy; Boyz 2 Men; REO Speedwagon; Lifehouse; Collective Soul; Sinbad; Village People; Rick Springfield; Ted Nugent; Sawyer Brown; Tesla; Clara Lewis            | Tesla; Huey Lewis; Daughtry; Temptations Review; Lonestar; Jenni Rivera; Third Day; KC & Sunshine Band; All American Rejects; Commodores; Amy Hanaill Gilliom; Chicago; Weird Al | Smashmouth; Doodlebops; Weird Al; Feb Four; Natasha Bedingfield; Air Supply; Vanessa Hudgens; Gary Allan; Jessica Simpson; Tierra; Chicago; Al Jannet; Grand Funk Railroad; Cristian Castro |
| OTHER CIRCUMSTANCES | Incident Outside Main Gate; Price Increase \$1  | Media Generates Safety Coverage   | Carnival Created Buzz; Media Generated Safety Concerns  | Flooding in Lot P; Media Created Safety/Security Concerns                                   | No Cultural Days; Early Closure through Cool It Down; Ad Campaign Intended to be 2 Years  | Kids Days Tuesdays; No Thoroughbred Racing; Early Closure; Raleys Drops Advance sales; Incident Outside of Main Gate; High Production Costs Due to Governor                                  | 9 days Below 90 Degrees; Closing Night Activity  | 16 days; no early closure; 9 days above 99 Degrees;  | No Monday closure; no early closure; opening night security coverage  |
| NOTES               |   |   |   |   |   |  | Carnival Combo 24.99 in advance sold at Raleys   | Carnival Combo, but no Raley's; Coke Wristband on site Fridays and 1 hour Day; \$1 Rides   | No 10-ride cards; Everyday Wristband Coupons on Coke boxes  |

### MARKETING CAMPAIGNS 2000-2008

| YEAR                   | 2000   | 2001  | 2002                               | 2003  | 2004                    | 2005                               | 2006                               | 2007                   | 2008                   |  |
|------------------------|--|---|------------------------------------|---|-------------------------|------------------------------------|------------------------------------|------------------------|------------------------|--|
| TOTAL ATTENDANCE       | 965,840  | 1,045,091   | 1,001,022                          | 990,884                                       | 918,253                 | 920,768                            | 941,502                            | 739,380                | 795,000                |  |
| TOTAL AD BUDGET        | \$ 923,000.00  | \$ 994,000.00   | \$ 1,044,000.00                    | \$ 1,096,000.00                               | \$ 1,150,000.00         | \$ 1,135,500.00                    | \$ 1,100,000.00                    | \$ 1,075,000.00        | \$ 1,200,000.00        |  |
| TOTAL MARKETING BUDGET |  | \$1,781,832.00  | \$ 2,105,567.00                    | \$ 2,154,875.00                               | \$ 2,118,279.00         | \$ 2,200,422.00                    | \$ 1,949,578.00                    | \$ 2,109,790.00        | \$ 2,268,550.00        |  |
| POPPY PAK CONTENTS     | 4 Admission, 4 Monorail, 4 One Ride Tickets, \$12 Food | 4 Admission, 4 Monorail, 10 One Ride Tickets, \$12 Food | 4 Admission, 4 Monorail, \$12 Food | 4 Admission, 4 Monorail, \$12 Food, 1 Parking | 4 Admission, 4 Monorail | 4 Admission, 4 Monorail, 1 Parking | 4 Admission, 4 Monorail, 1 Parking | 4 Admission, 1 Parking | 4 Admission, 1 Parking |  |

